



NEWS RELEASE

BCBG Max Azria Group, LLC, fashion boutiques chooses CenturyLink's advanced retail networking solution

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MONROE, La., Nov. 12, 2014 /PRNewswire/ -- **CenturyLink, Inc.** (NYSE: CTL) was selected by fashion house BCBG Max Azria Group, LLC, to improve business efficiency and delight customers by connecting more than 400 U.S. BCBG Max Azria retail boutiques with a powerful, fully managed and monitored **Multi-Protocol Data Switching**, a **VoIP** network and in-store WiFi service for shoppers.

BCBG's technology strategy called for a solution that would enable phone calls, credit card transactions and other business-critical applications to run more efficiently. When BCBG outgrew its network, the retailer implemented a technology strategy to replace its outdated and costly patchwork of phone lines and low-quality data connections. Now, in-store WiFi hotspots create a more engaging and interactive shopping experience, which has resulted in increased traffic at the stores. Hotspots make it easier for customers and BCBG sales associates to go online together with a smartphone and gain inspiration from a favorite celebrity's new fashion statement.

"Our old network experienced downtime and outages that frustrated our customers. The retail networking solution from CenturyLink is robust, reliable and fast, bringing BCBG's technology into the future," said Nader Karimi, chief information officer, BCBG Max Azria Group, LLC. "Strong IT infrastructure from CenturyLink means that our store associates are free of cumbersome old technology and can spend more time focusing on customers."

"CenturyLink's product portfolio for retailers starts with the network and expands with IP voice, hosting, cloud and IT solutions to master today's competitive, customer-centric digital retailing landscape while cutting costs and boosting productivity at every corner," said Kenny Wyatt, president of Business Solutions Group at CenturyLink. "CenturyLink's private port MPLS data networking solution with SIP trunking for VoIP and other communications applications meets BCBG's requirements for cost effective, higher speeds, reliability, scalability and security over a

U.S. and international footprint."

BCBG's network, fully managed and monitored 24/7 by CenturyLink, produces several benefits:

- Full network management and monitoring allows CenturyLink to instantly identify and address threats to network performance throughout the U.S., insulating BCBG from network management headaches. This frees BCBG to focus on its core business.
- Frequent outages, which frustrated store associates and customers, disrupted point-of-sale transactions and hurt the bottom line, no longer occur.
- SIP trunking coupled with MPLS enables BCBG's network for VoIP, video conferencing, multimedia streaming, instant messaging, presence applications, file transfer, fax over IP and more.

"CenturyLink is committed to our customers, and we have the international capabilities to keep growing reliably with BCBG in the U.S., Canada, Asia and Europe," said Wyatt. "We're an innovative technology provider in the retail industry. In partnership with BCBG, we could not be more excited to contribute our technology expertise in an ongoing and successful journey in the competitive fashion world."

About CenturyLink

CenturyLink is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

About BCBG Max Azria Group, LLC

BCBG Max Azria Group, LLC, began with a single idea – to create a beautiful dress. Founded in 1989 by Designer, Chairman and Chief Executive Officer Max Azria, BCBG was named for the French phrase bon chic, bon genre, a Parisian slang meaning "good style, good attitude." The brand embodies a true combination of European sophistication and American spirit. In 1991, Azria's wife, Lubov, joined BCBG as a pattern maker and today serves as the brand's Chief Creative Officer. The BCBGMAXAZRIA and BCBGMAXAZRIA Runway labels are sold in 700 freestanding boutiques and shop-in-shops at top department stores across the globe.

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